4.   (Previously Presented) The method of claim 1, wherein the one or more metrics comprise at least one of the following metrics: a capacity utilization per vehicle mile, total transportation cost metric; transportation cost as percentage of product value shipped metric; shipping revenue metric; total logistics cost metric; and shipping revenue less freight cost metric.

5.   (Currently Amended) The method of claim 1, wherein the ~~transportation mode uses~~ one or more transport vehicles ~~having~~ have one or more capacities and wherein the one or more metrics comprise bin-packing characteristics of the one or more vehicles, including one or more of the amount of pallet layers, pallets, pallet foot prints and cases of products within the one or more capacities of the one or more vehicles.

6.   (Previously Presented) The method of claim 1, wherein the products comprise a first product and a second product and wherein the step of calculating comprises the step of prioritizing the first product relative to the second product to be shipped.

7.   (Previously Presented) The method of claim 1, wherein the step of calculating comprises the step of temporally optimizing the product shipment from the first and second locations.

8.   (Currently Amended) The method of claim 1, wherein the step of calculating ~~an optimal load~~ further comprises the step of providing a trade allowance to the at least first receiver.

9.   (Previously Presented) The method of claim 8, wherein the trade allowance is a rebate.

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